

U. S. Army Corps of Engineers Third Annual Partnerships Training APPL Convention 2004 For Profit Partnerships

St. Louis, Missouri
March 18 & 19, 2004

Strengthening Public Land Partnerships



Corporate Partnerships

- What corporate partnerships are represented in the room?
- What documents serve those partnerships?
- What questions do we have? What beliefs do we hold?
- What barriers have we encountered?

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Corporate Partnerships

• ***Why do corporations give?***

✓ **Social responsibility**

- Reputation
- Risk profile/risk management

✓ **Marketing**

- Customers, Employees, Investors
- Competitiveness, Market position

✓ **Public relations**

- Innovation
- License to operate

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Corporate Partnerships

- ***What do corporations give?***
 - ✓ **Volunteers**
 - ✓ **In-kind goods and services**
 - ✓ **Loaned expertise**
 - ✓ **Program marketing and public information – media access**
 - ✓ **Funding**

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Corporate Partnerships

- ***How do corporations give, and how much?***

- ✓ Work place giving and matching funds
- ✓ About 6% of all giving – slightly over \$10 billion of \$200 billion ++ in contributions
- ✓ Corporate good citizen programs
- ✓ Local and national focus
- ✓ Leverage
- ✓ Length of time as partner

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Corporate Partnerships

- ***Why would a corporation give to a Corps project?***

- ✓ Reputation
- ✓ Strong public trust
- ✓ Match between the land's needs and the corporate interests
- ✓ Strong volunteer opportunities
- ✓ Government connection

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Corporate Partnerships

- ***What are the implications for the Corps?***
 - ✓ ***Perception of commercialization***
 - ✓ ***Corporate image***
 - ✓ ***Direct contact with the visitor***
 - ✓ ***Implied endorsement***
 - ✓ ***Current contracting and/or litigation conflict***

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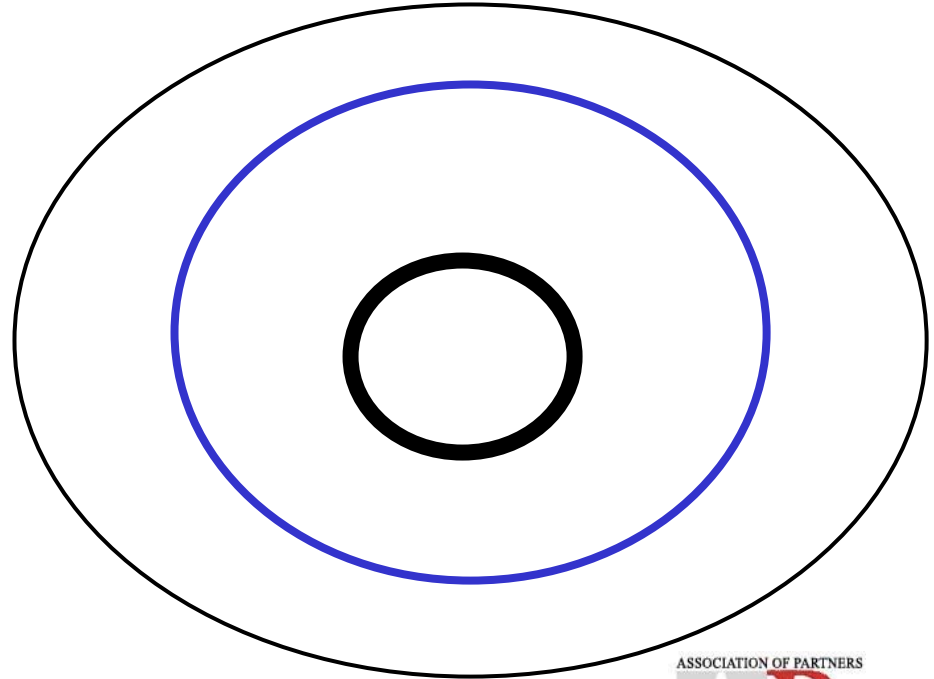
Developing a Corporate Partnership

- ***Who do you talk to?***

- ✓ ***National***

- ✓ ***Regional***

- ✓ ***Community***



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Developing a Corporate Partnership

- ***Where do you meet corporate donors?***
 - ✓ **Chambers, Civic groups, Visitors**
 - ✓ **Tourism and economic development partnerships**
 - ✓ **Community relations offices**
 - ✓ **Internet**

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Developing a Corporate Partnership

- ***How do you construct a case for corporate support?***
 - ✓ **Personal contact or well-written letter**
 - ✓ **Plan for recognition and public relations**
 - ✓ **Offer in-kind and volunteer opportunities**
 - ✓ **Offer leverage**
 - ✓ **Make the management burden clear and simple**

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Maintaining a Corporate Partnership

- ***What are the elements that sustain corporate partnerships?***
 - ✓ Recognition – where the customer is
 - ✓ Crisp solid reporting
 - ✓ Personal contact with the decision maker
 - ✓ Employee outreach and involvement
 - ✓ Opportunity to meet others you know

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Maintaining a Corporate Partnership

- ***Some final thoughts***
 - ✓ **Just say 'no'**
 - ✓ **Plan carefully**
 - ✓ **'Pre approve'**
 - ✓ **React with trust**
 - ✓ **Tend with care**

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